

Social Media Content

Spread the word on social media with these sample posts.

Facebook

Not quite sure which health plan to choose?

Visit www.knowyourplan.org for tips, tools & videos to help you select a plan that's right for you. And enroll at www.wahealthplanfinder.org

Find affordable health insurance online, over the phone or in-person through @Washington Healthplanfinder. bit.ly/18OFbeu

Health care is important to protect you and your family's health. Enroll by Feb. 15 in a health plan that fits your needs and budget at www.wahealthplanfinder.org.

Keep your workplace happy AND healthy this year with health coverage from Washington Healthplanfinder Business. Visit wahealthplanfinder.org to view health plans or find free, in-person help.

Do you have affordable health care coverage for 2015? Washington Healthplanfinder has you covered! Choose from 80+ plans! Find the plan that fits your needs and budget at www.wahealthplanfinder.org

January 2015

Increasing access to health coverage in King County

By the time the second Open Enrollment period opened, on November 15, 2014, the percentage of uninsured residents in King County had fallen by nearly half -- from approximately 14% to 8%. That represents thousands of individuals and families accessing affordable health coverage through *Washington Healthplanfinder*.

This year, Open Enrollment continues through February 15, and it's open year-round for anyone who's income qualifies for Medicaid (Apple Health), or who has a major life event, such as losing a job or birth of a child. Below, you will find information and resources to share with your community. If you have questions or suggestions for future content, please contact [Keith Seinfeld](#).

Key Messages

These five messages resonated with focus groups convened by the state last Fall:

1. Financial help is available - and 8 out of 10 people who enrolled received financial help
2. In-person help is free, with trained experts
3. There are financial consequences, in most cases, for not enrolling (a tax penalty you could pay as early as this year)
4. Twice as many plans are available this year - that means more options for people
5. More than a million people have enrolled successfully

And these messages remain powerful:

- Free and low-cost plans are available.
- Health coverage can help protect you from huge medical bills. If an accident or illness strikes, a quality health plan can help protect you from huge medical bills. More importantly, a quality health plan provides the benefits you need to stay healthy.

Need help enrolling in low-cost or free health insurance from @Washington Healthplanfinder? Call 855-WAFINDER or find help near you. 1.usa.gov/1abfHZ5

Twitter

If you *think* you can't afford health care, you owe it to yourself to at least get some info. bit.ly/18OFbeuA

Find a health plan that fits your needs and budget at wahealthplanfinder.org #coverkc

Get expert help enrolling through @WApplanfinder - call 1-855-923-4633 or visit wahealthplanfinder.org to #GetCovered

85% of #WA residents who enrolled in a @WApplanfinder plan got financial help. Enroll by Feb. 15 at wahealthplanfinder.org

Make health a priority in 2015 with a health plan for small biz & #employees. Visit wahealthplanfinder.org to enroll. #WAbizhealth

@WApplanfinder? Call 855-WAFINDER or find in-person help. 1.usa.gov/1abfHZ6

Find your partners

Follow the conversation on social media and help spread the word.

Hashtags

- #coverkc
- #getcovered

Facebook

- [Washington Healthplanfinder](#)
- [Public Health - Seattle & King County](#)

- Enrollment experts (assisters) are visiting neighborhoods every day across King County. Just show up to enroll or ask questions. Visit www.kingcounty.gov/coverage to find help in your community.
- The help-line at Washington Healthplanfinder offers live guidance through your application process. Call 855-WAFINDER (855-923-4633), from 7:30 a.m. - 8 p.m., Monday-Friday. Wait times tend to be shorter early in the morning or in the evening.

Small Business owners (and employees) now included

New this enrollment season -- King County small businesses can now purchase coverage for their employees through *Washington Healthplanfinder*. (Previously, only individuals in King County could purchase coverage.)

The new service is called *Washington Healthplanfinder Business*, and it allows small business owners to see the costs and benefits of covering themselves, their families and their employees -- helping companies recruit and retain the best talent.

Employers can choose the range of coverage they want to offer their employees, and employees have the freedom to compare plans side by side and choose the health plan and level of coverage that fits their needs. Small business owners can also access tax credits when they enroll through *Washington Healthplanfinder Business*.

More information about this new opportunity for businesses can be found here: <http://wabhexchange.org/coverage-basics/who-can-sign/employers/>

Enrollment assistance at public events

Every week, enrollment experts (called Navigators) are at community locations, helping people get insurance through *Washington Healthplanfinder*. They typically take clients on a first-come, first-served basis. A list of locations, by city, is available at www.kingcounty.gov/coverage.

Twitter

- [Washington Healthplanfinder](#)
- [Public Health - Seattle & King County](#)

For more information, visit:
kingcounty.gov/coverage

Public Health
Seattle & King County 

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Assistance is available every weekday at most Public Health clinics and Community Health Centers, for walk-in clients.

These noteworthy upcoming events will have multiple Navigators:

- January 14, at the Federal Way Library, from 4-8 pm
- January 24, a Multicultural event at the South Park Information & Resource Center (in the south Seattle/Tukwila area), with assistance in Spanish, Russian, Tagalog, Somali, Amharic, Vietnamese and English
- January 25, at a major local shopping mall (details to come soon), part of a state-wide "all hands on deck" enrollment day
- January 25-February 27 (every Saturday), in Bellevue, Kent, White Center and Seattle, partnering with United Way of King County to offer enrollment along with tax preparation assistance
- February 15, last-minute assistance at Public Health's storefront office, at 201 S. Jackson St.

Find details about these and other events at the [enrollment assistance webpage](#).

What to know about the February 15 deadline

This year's Open Enrollment closes on Sunday, February 15. This applies to anyone wishing to purchase or renew a Qualified Health Plan through any of the state or federal Exchanges, including *Washington Healthplanfinder*.

Who's affected? Anyone who's income falls between 139% and 400% of the official Federal Poverty Level is eligible to purchase a plan with discounts (tax credits) through *Washington Healthplanfinder*. These are called Qualified Health Plans. After Feb. 15, these plans are only available to people whose life circumstances change (such as getting married or having a baby: see the [full list of special enrollment "qualifying events"](#)).

Will there be a last-minute rush to enroll? Last year, as the final deadline of March 31, 2014 approached, there was an increase in the number of people seeking help enrolling. In anticipation this year, King County will have additional assistance over the weekend of Feb. 14-15, including at a Public Health [storefront office](#) on Sun. Feb. 15 (201 S. Jackson, Seattle).

What happens to people who are uninsured after Feb. 15? They face the possibility of a **tax penalty** a year later, when they file their 2015 tax return. However, some people can still enroll. For those with lower incomes, enrollment in Apple Health (Medicaid) is available year-round. And "special enrollments" are available to people who face a significant life change ([more details about qualifying life events](#), from the Washington Health Benefit Exchange).

How much is that tax penalty? That penalty has more than doubled for many people since the first year. For 2015, it will be whichever is higher: \$325 per household adult (plus half that per child) or 2% of your annual household income. For the fine print on who's affected and how it works, see [the federal website](#).

Sample Newsletter Article

Get a Quality, Low-cost Health Plan

A good health plan can protect you and your family from huge medical bills. Plus, it helps keep you healthy. [Name of your organization] is proud to partner with *Washington Healthplanfinder* to let you know about your health plan options.

At *Washington Healthplanfinder*, you can find, compare and enroll in the health plan that's right for you and your family. You can compare plans side by side without the guesswork and fine print. And there are now twice as many health plans available for 2015. If you have questions, experts are on hand to help, free of charge.

More than one million people have already signed up for coverage through *Washington Healthplanfinder*, and 85% got financial help to pay for their new health plan. The average monthly premium is \$100 after tax credits. Free health plans are also available.

The *Washington Healthplanfinder* open enrollment period is from November 15, 2014 - February 15, 2015. You can enroll year-round if you qualify for Washington Apple Health.

Visit wahealthplanfinder.org, talk with a broker or call 1-855-WA-FINDER toll-free to get answers and get covered.

In King County, enrollment experts are also visiting neighborhoods every day. Just show up to enroll or ask questions.

Visit www.kingcounty.gov/coverage to find help in your community.

Better access for non-English speakers

Insurance can be complicated. And having the potential to choose from more than 70 different insurance plans is complicated. Add to this cultural and language barriers and that creates some special challenges.

There are early signs that many of the remaining uninsured are in communities that have been marginalized because of race, language or other cultural and historic factors.

That makes it more important than ever to translate health insurance information into languages other than English. The Washington Health Benefit Exchange (WHBE) has made outreach to these communities a special priority during this Open Enrollment season. A major advertising contract with Univision (Spanish language television) plays a big role in reaching the Spanish-speaking community. Additional advertising targets other non-English languages (Cambodian, Chinese, Korean, Laotian, Russian, Somali and Vietnamese).

And, in King County, thanks to a grant from the Pacific Hospital Preservation and Development Authority, we are distributing materials in eight additional languages (beyond those supported by WHBE): Purepecha, Japanese, Arabic, Punjabi, French, Tigrigna, Burmese, and Swahili.

Tools & Resources

- Looking for information about enrollment efforts in King County? Visit www.kingcounty.gov/coverage.
- A variety of useful **Fact Sheets**, including non-English versions, are [available from the WHBE](#).
- Have you uploaded the Coverage Is Here button onto your website? You can find it [here](#).
- Do you know someone who will benefit from getting low-cost insurance? We are looking for people who are enrolling through Washington Healthplanfinder - and willing to share their story. Let [Keith Seinfeld](#) know if you have a story to share.